

## **Worksheet: Communicating a Compelling Vision for Change**

### **1. Identify the “Why”**

- ☐ What are the external and internal forces driving the change?
  
  
  
  
  
  
  
  
  
  
- ☐ What problem will be solved or what needs will be met by the change?
  
  
  
  
  
  
  
  
  
  
- ☐ How will the organization benefit from the change?
  
  
  
  
  
  
  
  
  
  
- ☐ What will happen if the organization does not make this change?

2. Paint the Picture

☐ In general, what will your organization look like when the change is in place?

☐ What will members of the organization be doing?

☐ Who will be your customers?

☐ What products and services will your organization be providing and how well?

☐ What new values will your organization need in this future state?

### 3. Build Creative Tension

- ☐ In general, what does your organization look like now?
  
- ☐ What are the significant discrepancies between your vision and the present state?
  
- ☐ What must change to support your vision?
  
- ☐ What should stay the same when your vision is implemented?